Jack Gertz'

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SEPTEMBER 11, 1954

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LAS VEGAS Magazine



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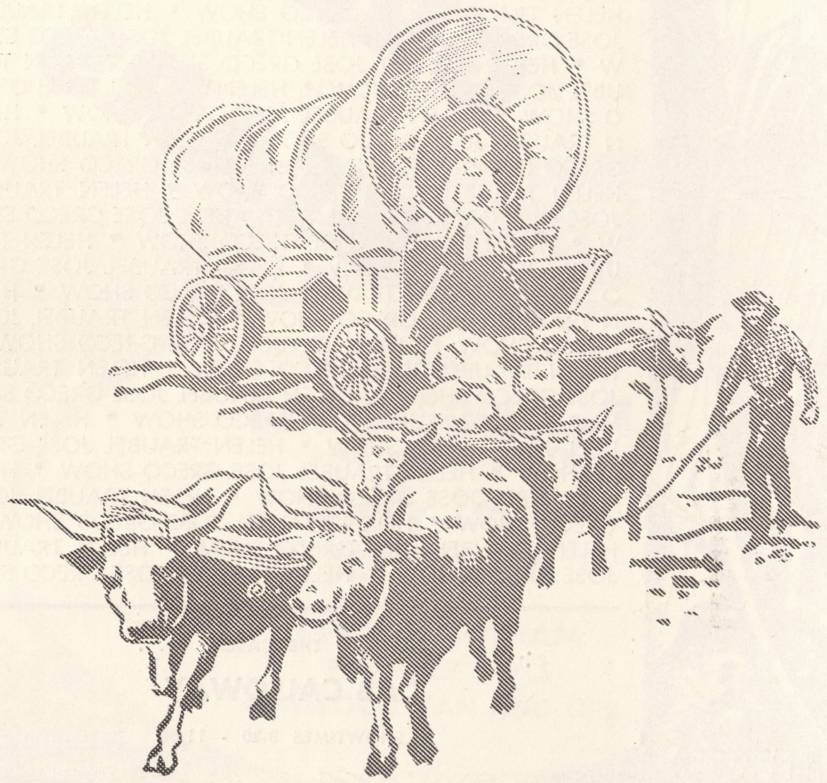
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THE GLORY OF PAHRUMP: On Sunday, September 26, the people of Nevada, especially those pioneers who have taken the desolate Pahrump Valley and made of it an important cotton raising district of Nevada, will celebrate.

The affair will be the occasion of the completion of the paved highway from Las Vegas to the Clark-Nark County line and will be held on the historic Manse Ranch, now owned by E. S. Bowman.

Our friend Dorothy Dorothy, who has attained fame as a writer, and is now a leader in the Valley, has planned a novel ceremony for the occasion.

In the ceremony "Miss Civilization" will be attended by a full cast, with Vail Pittman acting as Minister, and Gov. Charles Russell cutting the ribbon.

The entire ceremony will be televised from the time "the Father of the Bride," Frank A. (Pop) Buol starts the walk up the aisle with his daughter on his arm, until the newlyweds enter the Cadillac convertible and fade in the distance toward civilization.

I think it would be most appropriate if we go back to the march of Gen. John C. Fremont through the Pahrump Valley on his way to Las Vegas in the spring of 1844.

Fremont and his guide, Kit Carson, had made their way from the Missouri River to Great Salt Lake and thence to The Dalles, Oregon, in the fall of 1843. There they replenished supplies and started for home, but by the roundabout way via Fort Sutter, California.

They came down through Nevada by way of Pyramid Lake, thence up the Truckee River by way of Reno, intending to cross the Sierras into California. They found the Donner Pass route to be

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DELPHINE and I were honored because she was asked to christen the new "Showboat," and pleased that she was able to do such a good job of splashing the champagne all over the bow of the make-believe boat and over Bill Moore, the moving spirit in the great enterprise.

There were many persons present in the Showboat, on the grounds and parked on the highway, and there were photographers seeking to preserve the scene on film. Gene Murphy and his lovely and accomplished secretary had made perfect arrangements for the guests.

Last week in this column I wrote a bit of reminiscence about Mark Twain and Huckleberry Finn, intending to fully describe the great resort Showboat this week in Fabulous Las Vegas after I had a chance to see it.

Now I am much embarrassed because I find that a full description of all the great features of the Showboat would require much more space than I have and, after thinking it over, I realize that it would require greater powers of description than we command.

If I should attempt to tell of the wonders of the Showboat, I think I would begin with the wonderful and beautiful paintings. There are many of them, all painted by great artists, and it is like going to an art gallery in New York to view them.

Our thanks go to our hosts, Eugene Murphy, publicity director, and his talented and charming secretary, Chloe Freling, for their very kind hospitality.

And did you notice what a swell job Fabulous Las Vegas, Jack Cortez, Johnny Uhlman, Marc Wilkinson, Printer and all the rest did in last week's Showboat edition?

I sincerely advise every person in Clark County to visit the Showboat and take time to see all its beauties.

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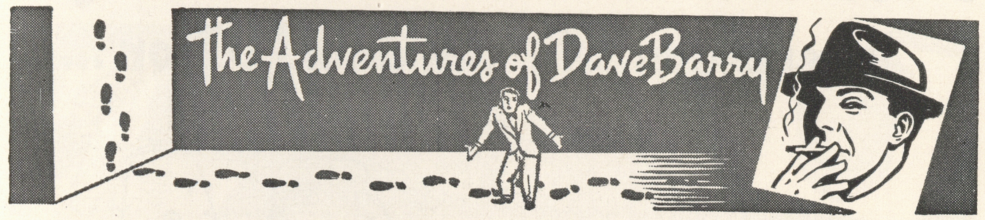
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I propose that the Federal Government, which collects a tax from a gambler's winnings, PAY a tax to all the losers. The Government has nothing to lose. This payment could very well help the loser win back his bankroll so he is in a position to pay back his Uncle Sam. I believe it is high time that this situation be recognized and acted upon. It is urgent, I personally could use the money.

The word taxes has become a dirty word around my house. If this measure were passed, every gambler and horse player would utter the word "TAX" with reverence. I also believe that it's time the Government stopped feeding the world and start feeding the needy in Las Vegas. What we need in Nevada is Federal Chuck Wagon!

If Washington looks after all the losers we have nothing to fear. Postmen will be making the rounds of all the casinos delivering sandwiches. Government agents should be strategically spotted so they can cover any loser who is dying of hunger. These men should wear badges to identify them on sight.

"T Men" means they have tuna fish sandwiches, "S" means salami, and "TS Men" will mean they've run out of sandwiches.

"G Men" will offer ground round steaks, and there will also be men wearing a label reading "DBAPALSFTOG" which means "don't be a pig and leave some for the other guy."

PROTECT THE LOSER! That's my platform, fellow voters, and if you send me to Washington I promise that after I get mine I'll look after yours! I'm qualified to represent the losers of Las Vegas. I've been losing since I was knee high to a crap table. My father lost before me and his father before him.

My ancestors were the first crap shooters that came over on the Mayflower. Why, our family's debt go back for years and years. The dollar that Gen. George Washington threw across the Potomac River was picked up by my great-great-grandfather and parlayed into a fortune, which he lost in Texas when my great-great-grandmother divorced him. "REMEMBER THE ALIMONY!" she cried.

Yessir. My kinfolks are losers from way back, and I'm proud of it. And what's more we've been turned down for credit by every reputable loan company in the nation. This should qualify me to represent you.

The time is now! Soon may be too late. I may win, then you'd have to get someone else. We must all act together. Go to your unemployment insurance office immediately and ask for an advance. If you have a job—quit!

Send your life's earnings to me and I will lose it for you through shrewd investments. We'll call our organization "THE LOSERS PARTY."

Gad, think of the millions of members we have already. Losers all over the country would rally behind me. Roulette losers, slot machine losers, crap game losers, blackjack losers, horse race losers. (If I have left out any other type losers, please forward a complete description of how you lose and my sympathy will be cheerfully extended. Be sure to enclose a three cent stamp for return postage.)

Let me, then, as head of "THE LOSERS PARTY" carry our banner to Washington, D. C. (D. C. means "Don't Come.")

Think of all the reforms I can enact. Just think about it, I really won't do it. My slogan will be: "THREE PASSES FOR EVERY CRAPSHOOTER!" or "A DAILY DOUBLE FOR EVERY SINGLE MAN!"

Losers, what have we got to win? (WHAAAT?) Think of the sandwiches in your future. The next breadline will have meat on it. There's a pot of beef stew at the end of your rainbow, if you act like an idiot.

Vote for me and, with me looking after your losses, your worries just begin. Why wait until it's too late and you have money. Now . . . now . . . now. Sounds like a cat with asthma.)

I have already chosen my cabinet. Only the most consistent losers will be on my staff. Nominations are still open although it will do you no good. I've made up my mind. As secretary of finance, I've chosen a man, who for years has proved that he doesn't know how to hold on to a buck . . . JOE FRISCO!

The Interstate Losses Department will be headed by JOE E. LEWIS. And the CHIEF OF ALL LOSERS DEPARTMENT by ROLAND LA STARZA.

Now, get on the bandwagon before we lose the darn thing, will ya?

I see Joe has been to BUCKLEY'S again where you win the JACKPOT on...



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— DOWNTOWN —



THAT'S FOR SURE...

BY

Jack Gortz



THE OPENING of the new SHOWBOAT HOTEL exceeded all expectations. A wave of humanity flowed in and remained at high tide. You just couldn't budge. Reminded us of the Manhattan subways. If we had dared to take a deep breath, some offended damsel would have undoubtedly landed a haymaker on this innocent chin. Just as we predicted, the general consensus of opinion was that this place is stupendous and colossal — with no exaggeration. We salute RUBY KOLOD and BILL FRIDAY for their choice of the personnel. You couldn't hope for greater courtesy or consideration. We've returned to the Showboat quite a few times since its public unveiling and have noted that the majority of patrons are localites, exactly the policy established by the hotel. The Showboat is a definite HIT . . . and that's for sure.

It certainly gives us a warm inner glow to see that GEORGE CAPRI is back in town to stay. His many friends and acquaintances will be happy to learn George is now a host at the FLAMINGO HOTEL. We doubt that a better man could be found for this post.

Looks as though greater national fame might be in store for our friend PATTI MOORE. Due to the unfortunate accident that beset GERALDINE CARR (JOAN DAVIS' best friend in her TV series, "I Married Joan"), Patti is being seriously considered for the spot. We're keeping our fingers crossed for the lovely comedienne.

While downtown, we wandered into the GOLDEN NUGGET about midnight last week. The visit proved quite a palatable one. We took advantage of the Nugget's new chuckwagon and couldn't stop raving about the quality of the food. This is the only downtown spot that offers this buffet and it looks like it will draw even greater crowds than ever before.

The schedule of bingo games at the new SHOWBOAT has been revised. Action will take place at 2 p.m. and 8:30 p.m. with 12 games each session. The 10 p.m. event has been canceled in order to prepare the Deck Room for the nightly stage presentations which begin at midnight. Of course, the final $1000 game will still prevail. We witnessed one excited gentleman who won it and virtually leaped through the ceiling. He is HENRI ROSE, who appears nightly at the DESERT INN with his trio. Henri saw us enter the room and signaled he needed just one number. We reacted with crossed fingers and the number was called directly. Just a coincidence but Mr. Rose thanked us for our moral support.

We wonder if there is any basis of truth to the rumor making the rounds about CHARLES MAPES JR? Could it be that he and BOBO (lately of the ROCKEFELLER clan) are actually contemplating a marital merger? Mama Mapes says no, but her son and his front page copy date have offered no denials.

Expected in town this coming week is DR. WILLIAM D. MESTOS of Chicago. The eminent doctor will be accompanied by his family and will vacation at the SANDS HOTEL. Dr. Mestos heard so many interesting comments about our fabulous town from his friend RICHARD JACOBSON, he couldn't resist the Missouri way of taking a look for himself. (Mr. Jacobson publishes the "Standard Opinion.)

The old American custom has cropped up out at the airport and 'tis another

(Continued on Page 39)

this week's cover...

Loveliness and efficiency. These are just two of the many attributes embodied within our striking cover girl. She is PAT GALLAGHER, of the HOTEL EL CORTEZ. Miss Gallagher is the only female maitre d' Las Vegas has. Small wonder the Pirates Den is crowded nightly.

Presenting on Our New Stage

"GAS LIGHTS and PINK TIGHTS"

Starring CHARLIE AARON

Featuring KATHY JANIS

CAST OF 13 PERFORMERS

NEW SHOWTIMES

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GOLDEN NUGGET

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An Accurate Glimpse of the Future

CRISWELL PREDICTS

WHAT PEOPLE WILL DO: Italy will soon export the wonder car of the year . . . a small compact "Black Pearl" which will burn solid gasoline! . . . Greta Garbo will return to the silver screen in her own production of the famous De Maupassant classic "Madame Tellier's Establishment" under the movie title of "Holiday" . . . Howard Hughes will soon announce publicly the perfection of his super-jet which can accend 87 miles into the stratosphere without danger to the pilots or passengers. New York to Los Angeles will only take three hours with these super-jets in 1955! . . .

Mae West will sign to do an album of duets with Eddie Fisher, Bing Crosby, Mel Torme, Johnny Ray, Nelson Eddy, Howard Keel and Ronnie Hilton! . . . President Eisenhower will hold open house for his neighbors and friends on New Year's Day, when he and Mrs. Eisenhower will open their new home near Gettysburg, Pa.! . . . West Germany will boom, offering many opportunities for any American citizen for foreign employment, although you will be carefully screened! . . . The Securities and Exchange Commission will soon crack down on the sale of bogus uranium stock, with Denver and Salt Lake City as the centers of this huge fraud! . . .

Senator McCarthy will uncover one of the largest Communist conspiracies, which will rock our national capital to the very core. McCarthy will move quickly and surely with the recently enacted law against the Reds and their influence! . . . The Empire State Building in New York will soon have a new owner and a new policy

WOMEN WHO WILL MAKE NEWS: Helen Traubel will return to the Metropolitan Opera late this season in the new opera based on the career of "Calamity Jane" by Lehman Engel and will score heavily in this American opera . . . Senator Margaret Chase Smith will write her autobiography for spring publication, and it will show how ambition can be achieved through faith . . . Hildegarde, one of the top entertainers of the era, will appear as herself in the forthcoming movie "Night Club" . . . Mme. Chantel, the French politician. will lead the women of her country in a huge strike aimed at the present high taxes! . . . Ginger Rogers will announce that she will only act in productions she controls, and this will start a new trend for our stars toward the actor-manager organization! . . . Paulette Goddard will hit the international headlines with a sudden marriage!

REGRET PREDICTIONS: I regret to predict that one of our most famous magazines will suddenly fold, due to the arrest and conviction of three of its editors on charges of treason against the United States of America! . . . I regret to predict that one of the most famous men in all the nation will be taken to the hospital for an emergency operation, from which he will not recover. Upon the passing of this man, his loss will be felt by every American, for he is loved just like one of the family! . . . I regret to predict that a new highway in Mississippi will cut directly through a Confederate Cemetery, causing the slumber of 5000 heroes to be disturbed. Could not another route be found?

FOR PEOPLE AND PLACES: Jack Waer: Your newly published mystery novel will be adapted as a television serial. "17 and Black" will be one of the most enjoyable programs on the air! . . . San Diego: Your speed-up traffic system will be copied by many large cities throughout the nation! . . . Jean Harlow: Your many films will be released again by demand of your many loyal fans! . . .

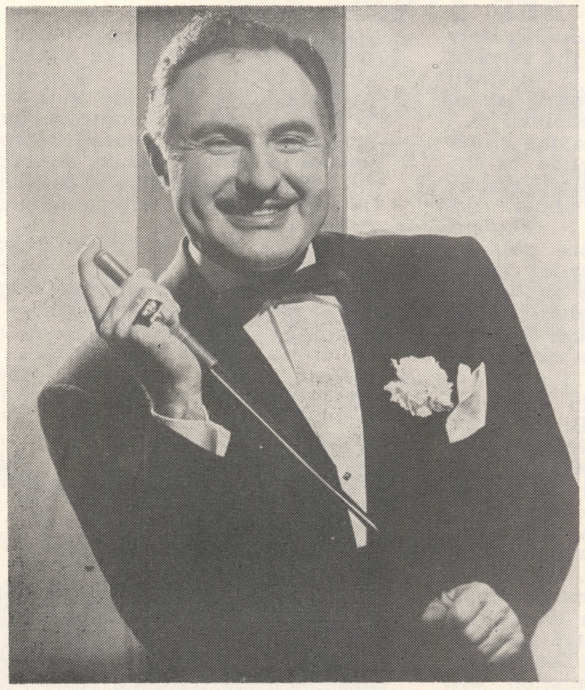
Hamilton, Mont.: You will become a year around hunter's paradise! . . . Irene Castle: The very dance you introduced in 1912, "The Castle Walk," will again be the dancehall rage on a worldwide scale! . . . Washington, D. C.: Your social season will be the most simple yet the most brilliant to date! . . . Mrs. Liberace: You will be named as the "Mother of the Year 1955"! . . . Princeton University: Many bequests will be canceled due to your insistence on one administrative policy! . . .

Leo Guild: Your "How to Get Married" will cause more women to catch their mates in 1955 than the June moon!

(Continued on Page 31)

THE NEW

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WHO SAYS it never really rains in the desert? After the recurring super cloudbursts we've been having lately, I don't think you'd get an argument from anyone if you tried to tell them that they were now in the state of Washington; least of all, anyone living at the foot of "the big slope" just at the eastern edge of town. I'm glad I live out on the western edge, and up higher than any of the rest . . . If the rains persist, we should have a lot of new neighbors in the very near future.

In spite of Helen Highwater, the SHOWBOAT got away under her own power last Friday! It's a wonder she didn't float away on the tide, in view of the overabundance of precipitation made evident in the immediate hours preceding . . . it RAINED! However . . . this fact didn't dampen the enthusiasm of the mighty throngs as they happily parked their cars for three quarters of a mile in each direction from "The Boat," up and down Boulder Hiway. and made with the hot foot to gather around the pool for the grand opening ceremonies. One of my favorite girl friends, "MOM" SQUIRES, splattered the prow of the craft with a bottle of good champagne, and big BILL FRIDAY made the long awaited announcement that the SHOWBOAT was open for business . . . a privilege he so richly deserved . . .

You know . . . The way this town is growing, a fellow could keep writing a running column on nothing except the new stores that are opening each day. One of the latest shopping sections to open recently is the one built by Neil Berk out on the Strip. At this writing at least four of the shops are open and doing business. One of the first was the STAGE DOOR DELICATESSEN, a counter, a bar, booths, and all sorts of delicatessen delicacies for the doting diner. Next door is another shop showing delicacies of a different nature. LA FEMME is showing milady's things, things of a nature that milady only shows to miladies. "Intimate things" of the finest can be found on their racks and shelves, as well as some of the cutest and useful boudoir gifts you could imagine . . .

Still maintaining the same degree of popularity they enjoyed following their opening days are the keepers and crew of Club BLACK MAGIC, rising almost as a mirage from the sands of the desert. BLACK MAGIC is owned and operated by Mr. "TEX" AUSTIN and JOHNNY DONAHUE, two young men of vision who have built this modern lay-out at the intersection of Bond and Paradise roads.

I saw two performances a few nights ago that were sheer magic in their brilliance! Firstly there was that of JOSE GRECO, one of the greatest dancers of our times. He and the members of his company interpret various Spanish dances in such a flawless manner that full appreciation was felt and acknowledged by all present. Secondly was the performance of HELEN TRAUBEL, who stands and sings as no other great lady ever sung before. And Miss Traubel is a great lady. You feel this from the moment she takes her place on stage. Helen Traubel is gracious, with a regal air that still, somehow, lets you know that she is "one of you" . . . The classics have come to the Congo Room.

I've seen whing-dings before, but hardly ever one to compare with the one given as a going away party for the greatest cafe comedian of all time, JOE E. LEWIS. It was held in the newly remodeled theater restaurant which is now equipped as a late hour supper club with continuous dancing. Back to the party . . . there were easily 300 guests attending to honor the man "Joe E." following his closing show Tuesday night.

CHARLIE AARON, star of the "GAS LIGHTS AND PINK TIGHTS" show now running at the GOLDEN NUGGET, is a man of many and varied talents. He sings, dances, plays musical instruments, tells jokes and, in general, ties together a fast moving little revue that offers quite a variety of talent. KATHY JANIS is the feminine lead in this production, and guys and gals alike sorta catch their breath when she walks on stage. Her big brown eyes, blonde tresses and all-around beauty are enough to light up any room in which she might appear . . .

Due to the discriminating eye of FRED COGAN, the "Cleaning King," the uniform coats of the RUSS MORGAN BAND have taken on a new look.

(Continued on Page 37)

SILVER SLIPPER SALOON

PRESENTS

ALL STAR REVUE

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SALLY RAND — KALANTAN

BUDDY BAER

HANK HENRY — JACQUELINE FONTAINE

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Tele...SCOPING with ROY ROUSH

AMID the musical strains of "Here Comes the Showboat" and "Mississippi Mud," the SHOWBOAT was officially launched down the Boulder Highway last week. The ceremony began with the pouring of genuine Mississippi River water, donated by the St. Louis Chamber of Commerce, into the swimming pool. MOM and POP SQUIRES did the honor of whacking the champagne across the bow. The Showboat was then officially opened, the gangplanks let down, and the crowd swarmed aboard.

Mother Nature, no doubt confused the day before when she suddenly discovered an authenic looking Showboat in the midst of vast desert, tried to aid the stranded vessel by refloating it. Had it been any other structure than a boat it may well have been washed away. Some people swear they saw it rocking when the water reached the highest point. Nevertheless, it was found to be "ship-shape" and the launching came off next day as scheduled.

GENE MURPHY, publicist for the DESERT INN and the SHOWBOAT, was about the busiest and most versatile man aboard. He, not only being a most congenial host, saw to it that the luncheon and various other activities went smoothly. And the steaks they served for the luncheon . . . big, tasty—simply out of this world! You can bet the Showboat will be my steak headquarters hereafter . . . Here's one more sincere wish for lots of success to the Showboat . . .

TWA has several cooperative projects under way which will promote Las Vegas. One of them, beginning this week, is a 12-city sales contest among the TWA ticket and reservation agents in all of the major routes to Las Vegas in the Midwest and East. Seller of the highest number of tickets to Las Vegas will be a guest here at a resort hotel. Sounds like a trip worth working for.

One of the largest and most interesting collections of antique firearms in the world can be seen right here in Las Vegas at the FRONTIER VILLAGE GUN SHOP AND SHOOTING GALLERY in the Last Frontier Village. More than 400 rare old guns are on display . . . Some of these collectors' items are for sale, too, along with a very large selection of modern handguns. Here you will find the largest array of new guns in Las Vegas — many which can't ordinarily be found elsewhere. Or if you just want to limber up that ol' trigger finger you can do it here at the shooting gallery.

DON PAYNE, Pillsbury Mills employe, raced his KURTIS 500-S model at the sports car races held at Santa Barbara last Saturday. He was running third with the race almost over when he lost a few seconds avoiding another car that spun out in front of him. This is the car that was pictured last week by us for BONANZA MOTORS, 1325 South Main, where Don obtained the car. Better luck next time, Don! . . .

DAVE CHANG, former operator of the old Twin Dragons Restaurant, is back in Las Vegas with his wife and daughter. He is the night manager at BENTLEY's souvenir shop . . . WARREN GEE, the day manager, has just arrived back from San Francisco where he previously was employed by Bank of America. After trying the Las Vegas climate since March, he now has decided to become a Las Vegan. Welcome to Las Vegas, Mr. Gee!

If you happen to be one of the hundreds who are planning on your "own little home" or if you have been eyeing a certain piece of property, Mr. H. A. CASTLEMAN, at SUN GOLD MORTGAGE COMPANY, is the fellow you should see. He can discuss your financing problem with you and explain their FHA loans with low monthly payments with only 4½ interest. These loans are not only made on new construction but also refinance older properties or to renew your present loan. Money is available both for dwellings and apartments. Come to think of it, I have an appointment with Mr. C. next week myself . . .

Got more news on that surprising rich FISHING DERBY. Latest word is that it is scheduled to get under way about November first. $500 a day is almost assured. In fact, prize money may even go well over $1000.00 daily, according to the latest source. Let's be careful now, fellows! We wanna leave some fish in the water for next season.

One thing I like about this job is that it keeps me up to date on all the

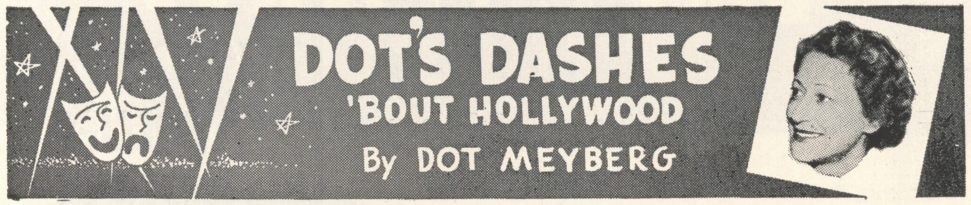
(Continued on Page 35)



"Music in the Morgan Manner"

THANKS THE Flamingo HOTEL LAS VEGAS, NEVADA FOR ANOTHER

HAPPY ENGAGEMENT!



HOWDY, FOLKS! Back to serious work, although the constant gags in the film industry cannot deter the serious development of all kinds of movies . . . An attempt by a columnist to have a Nevada City become a second Hollywood isn't likely even for TV production, especially since rumors of further union activity throughout the state, which will up prices . . . Hugh O'Brian, on location in Mexico, writes that it's a cinch to make TV films there as the cost is so little. He cites a 26-minute color film cost around $7000. Doesn't count the additions to import workers and stars . . . Susan Hayward admits she goes to MGM to make "I'll Cry Tomorrow," which is the Lillian Bond story written by Mike Connelly. Jane Russell will tell all about it when she plays El Rancho November 10.•

Rumored repercussions over a chamber of commerce effort arranged for all the stars who had their hand and footprints in the forecourt of the Chinese Theatre. JIMMIE DURANTE was to be MC but EDWARD ARNOLD took over. EDWARD PERDUM was to be honored and add his footprints in the theatre where he is starring in "The Egyptian" but he was working at MGM and that studio didn't send him there, either. Can't help but remember when the late SID GRAUMAN first started this stunt at the Chinese, coupling showmanship with his own enthusiasm, which lessened commercialism and added more glitter.

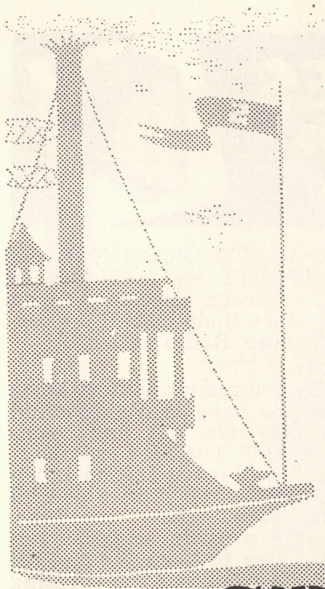
It must be ridiculous thinking on someone's part that MARGARET SULLAVAN would come here to play the lead in "Desperate Hours," for the director is WILLIAM WYLER, just an ex-husband . . . SHELLEY WINTERS takes TOM HENNESSY as her escort here and there but fails to explain he happens to be a great swimmer you've seen at Universal . . . JACK PALANCE must have talked himself out of a part in CORNEL WILDE'S "The Big Combo." Last I heard, he was set and wanted his wife to have one of the top femme roles. Evidently no go, for RICHARD CONTE replaces PALANCE . . . MILTON BERLE will be house-guest of DANNY THOMAS while he nurses his sore throat after that virus siege . . . DONALD O'CONNOR and HELEN WESTCOTT are making with the dates . . . Screen Directors Guild are about to start their own TV show like the Playhouse Radio series.

Fathers who complain about walking the floor with the baby at night should be thankful they are not male penguins, says WALT DISNEY who explains: "This poor bird is left to hatch the egg and must carry it in a special pouch for 63 days." (Any questions, Boss?) How said penguin accomplishes this feat, managing to keep the egg off the snow and ice, is one of the amusing and interesting highlights of the new movie short "The Emperor Penguins," photographed entirely in the Antarctic region . . . Republic Studios decided to withhold GENE AUTRY and ROY ROGERS pictures from the TV market until a supreme court decision . . . MERVYN LEROY lets his 16-year-old daughter LINDA debut in "Strange Lady in Town," which he is directing with GREER GARSON and DANA ANDREWS. And after a search for someone to play that role, too!

Can't you just see CYD CHARISSE in "Week-end in Las Vegas" along with ANN MILLER? JOE PASTERNAK says anyone can do it. You know I think he's right? I nominate MRS. CORTEZ . . . ANNA MARIA ALBERGHETTI was out with GASTON HAKIM . . . Just one year ago that LEX BARKER and LANA TURNER were wed . . . ALAN LADD'S engaged daughter CAROL LEE with her fiance, DICK ANDERSON . . . WILLIAM HOLDEN is on our park commission. Ten years ago JOE E. BROWN had the honor . . . Hear KAY STARR will appear on RCA records from now on . . . BEBE DANIELS and BEN LYONS are here together for the first time in nine years. They are looking for a release of their latest film, "The Lyons in Paris." Both their kids are in it — RICHARD is now 19 and BARBARA is 22. Radio and TV offers have been made for them here in the USA.

Is young BARBARA WHITING and DICK GRAY, brother of DELORES, a new romance and are they at the Thunderbird? . . .LARRY FINLEY on

(Continued on Page 37)



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Next 10 Games $25

FINAL GAME

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"CURTAIN TIME"

SHOW REVIEWS OF STAGE AND SCREEN PERSONALITIES APPEARING THIS WEEK IN FABULOUS LAS VEGAS

Flamingo

September 9 through September 29
SHOW: Jan Murray, Betty & Jane Kean, Jackson, James & Cornell
LINE: Flamingo Starlets
ORCH.: Torris Brand

JAN MURRAY is with us again! His current engagement brings him back to the same room in which he made his Las Vegas debut a little over five years ago. Since that time he has sprinted to the TOP in radio and television . . . and married the beautiful blonde he introduced into the act at that time! Tall, and handsome Jan specialized in stories bringing back memories to those in the audience, and his infectious wit soon fills the room. His mastery of comicry and ample gift in showmanship will long hold him in the top rungs of the

(Continued on Page 27)

LAST FRONTIER

August 23 through September 12
SHOW: Marilyn Maxwell, The Lancers, Will Jordan
LINE: Frontier Girls
ORCH: Garwood Van

Gorgeous! . . . MARILYN MAXWELL makes a triumphant return to the Ramona Room with a load of new material unparalleled, and with some of the wildest surprises ever dreamed of! After an intro of advice to the ladies of the ensemble, via "Take It With a Smile," she bemoans the fact that there are "No Men to Dance With Me," and winds up with a duo of dancing Dans called Bob and Joe. They join her in a very big arrangement of "Shadrack" . . staged to the hilt by Billy Daniel . . . musical Director Ian Bernard did some original lyrics on "Will You Still Be Mine?" which are naturals for La Maxwell . . . The gimmick of gimmicks is when our gorgeous gal comes on for her last number as a stripper named "Tiger Lil" . . . but leading a real Bengal tiger! . . . This bit is the clincher for a wonderful new act! . . . WILL JORDAN is a fast working young impressionist who does impressions of EVERY ONE! There's no limit to this man's versatility! The majority of his offerings are short and sweet, with clever, rapid-fire introductions leading to each characterization. His presentation of Ed Sullivan is more Sullivan than Sullivan . . . THE LANCERS are the first to make the stage, and set the show off to a goodly pace that is upheld throughout. These men are fast reaching the top of the ladder via recordings. Their rhythmic vocal renditions well deserve the ample applause that follows each of their offerings. Their impressions are most authentic . . . The FRONTIER

(Continued on Page 35

El Rancho Vegas

(Not a Review)
September 8 through September 21
SHOW: Lili St. Cyr, Jack Pearl, Steve Gibson's Red Caps, Doodles & Skeeter, Louis Dance Trio
LINE: El Rancho Girls
ORCH.: Bob Ellis

LeRoy Prinz presents "The Most Fabulous Girl in the World" . . . So say the programs . . . and so say we, all of us! None other than the one and only LILI ST. CYR! . . . Those of you who recall her last performance in this room are most likely wondering what she could possibly do to top it. However, knowing the surprises of which this great performer is capable, we feel that there will be plenty in store for us again with the current engagement . . . "Vas you dere, Charlie?" . . . Millions of radio listeners will ever remember that famous punch line. Radio's famed comedian JACK PEARL returns to the nightclub stages with his original partner, CLIFF HALL, highlighting the feature spot of

(Continued on Page 35)

"CURTAIN TIME"

Wilbur Clark's DESERT INN

August 17 thru September 13

SHOW: Hildegarde, Johnny Johnston, Skeets Minton

LINE: Donn Arden Dancers

ORCH: Carlton Hayes

Presenting the incomparable HILDEGARDE! An announcement which, in itself, would be enough to insure a hit show! However, in this instance, she is joined by another top personality of the entertainment field, JOHNNY JOHNSTON! One could use all the adjectives in the book, and never quite completely describe "The Incomparable" HILDEGARDE. She jokes with the guests about anything and everything, including herself, and sings her songs with such exuberance as to lift the whole atmosphere to a higher plane. Then to the piano for some of

(Continued on Page 27)

SAHARA

August 31 through September 21

SHOW: Helen Traubel, Jose Greco

LINE: Saharem Dancers

ORCH.: Cee Davidson

TWO GREAT STARS! . . . In keeping with their policy of making Las Vegas the entertainment capital of the world, the management of this hostelry has gone to the great expense of bringing to the local nitery throngs two of the greatest entertainment features to be found in the annals of the show world . . . HELEN TRAUBEL, one of the greatest singing attractions ever to appear at the Metropolitan, and certain-

(Continued on Page 35)

The Sands

September 1 through September 14

SHOW: Red Buttons, Fran Warren, Lewis and Van

LINE: Copa Girls

ORCH.: Antonio Morelli

Once more the audiences of the Copa Room are howling and holding their sides from the pixiefied antics of one of the greatest of all time, RED BUTTONS. From the moment he enters the room, until he makes his final exit, you know that here is a man in a million who has known the hard knocks of show business and who appreciates the place in life that you, the public, have given him. He is a master dialectician and his material is of the type that can

(Continued on Page 31)

Thunderbird

September 2 through September 22

SHOW: Kyle MacDonnell, Henny Youngman, John and Rene Arnaut

LINE: Thunderbird Dancers

ORCH.: Al Jahns

Dazzling beauty . . . captivating personality . . . twinkling humor . . . These phrases somewhat paint the picture of that which you'll see when you catch the initial appearance locally of KYLE MacDONNELL, star of the musical comedy smash "Gentlemen Prefer Blondes." Miss MacDonnell's style and sensational presentation will hold you as spellbound as the thousands who saw her perform in Max Gordon's "Park

(Continued on Page 31)

EL Cortez

September 9 through September 22 (Not a Review)

SHOW: The Accents, Norm Dygon and Mr. Chips, Lucienne and Ashour

ORCH.: Sherman Hayes

Headlining the bill in the new Pirates Den presentation are the new and refreshing vocal group known as THE ACCENTS, three guys and a gal who achieve a pleasing blend of modern har-

(Continued on Page 35

SILVER SLIPPER

September 10

SHOW: Sally Rand, Kalantan, Maxie Baer, Hank Henry, Jacqualine Fontaine, Sparky Kaye and Bill Willard.

M. C.: Jimmy Kavanaugh

ORCH.: George Redman

For fun, comedy and lots of entertainment, we suggest a visit to the Silver Slipper . . . Co-starring on the all star revue are lovely SALLY RAND, the gal with the fans . . . beauteous KALANTAN, a delightful lovely, the gal with the "heavenly body" . . . ex-heavyweight champion and now a thespian, MAXIE BAER, are the headliners of this revue . . . on the same bill you will enjoy the wonderful antics and mugging of Las Vegas' favorite comedian, the one and only HANK HENRY . . . the wonderful singing voice of JACQUELINE FONTAINE . . . plus those hilarious skits that the Silver Slipper is so famous for . . . SPARKY KAYE, BILL WILLARD and JIMMY CAVANAUGH. . . GEORGE REDMAN and his able crew of musicians supply background music . . .

GOLDEN NUGGET

September 1 through September 28

SHOW: "Gas Lights and Pink Tights" Starring Charlie Aarons

ORCH.: Don Ragon

Something new has been added! The stage of the Nugget has been completely remodeled for the presentation of this new attraction on Fremont Street, "GAS LIGHTS and PINK TIGHTS." which is a complete olio, staged and directed by the producers of "The Drunkard," which is still running in Los Angeles. Starring in the local presentation will be CHARLIE AARONS, with the feminine lead in the hands of the very attractive Miss KATHY JANIS, The cast is made up of 13 performers who have been especially selected for their roles in this show. Now you'll see old-time melodrama at its best! . . . During the intermissions there will be special piano music befitting the era of the show and story . . . A line of four high-stepping young ladies will appear from time to time for some snappy dance routines that will ably enhance the attractiveness of the evening.

SHOWBOAT

September 3 through September 30

SHOW: "Minsky's Follies of 1955" with a cast of 22 performers.

LINE: Dorothy Dorben Dancers

ORCH : Buster Hallett

The Showboat got under way last week with a galaxy of entertainment the likes of which is seldom seen! The inaugural spectacle in the beautiful Deck Room is the "Minsky's Follies of 1955," a fast-moving and colorful pro-

(Continued on Page 31)



We'd like to thank the management,
and everyone else at

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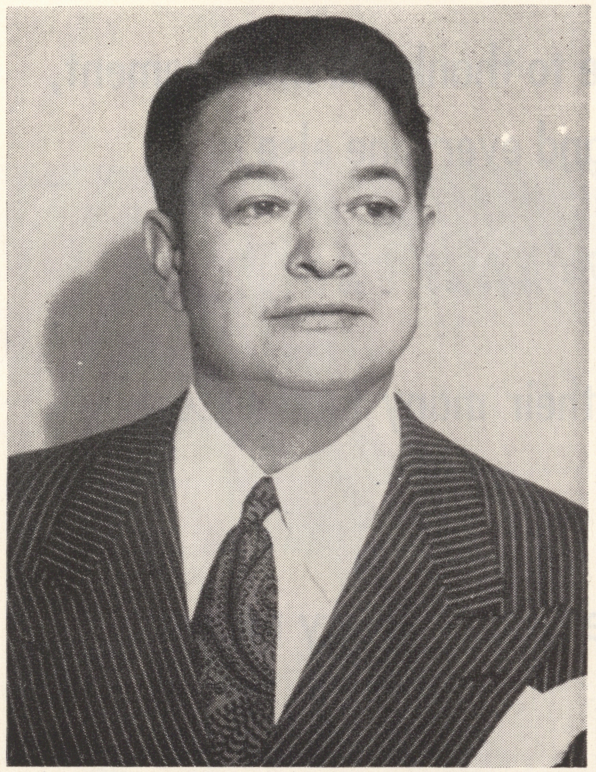
for their many kindnesses!

We've enjoyed every moment!

MARILYN MAXWELL

AND

"Britches," the Bengal



I am deeply grateful for your continued, heartwarming attendance to the SHOWBOAT, and wish to thank all those who played a part, large or small, in bringing about its completion.

Bill Friday

OPERATIONS MANAGER

POP SQUIRES:

(Continued from Page 5)

closed by the heavy snows, but after many trials managed to cross the High Sierras by way of Carson Pass, a short distance south of Carson City.

They reached Fort Sutter (Sacramento) and were soon revivified by the warm sun. After resting for a short time they again started for home. They went down the Sacramento and then up the valley of the San Joaquin, intending to go far enough south to avoid the perils of the High Sierras.

They finally reached the Tehachapi Pass. then were soon facing the heat and thirst of the dread Mojave desert. From here on I will let General Fremont tell the story, but should explain first how it came into my hands.

E. S. McGinnis, himself an old pioneer of the Custer Massacre, gave me a rare volume, the printed diary of General Fremont, as he wrote it every day on this historic trip.

I published in the Las Vegas Age a portion of the book covering his terrible journey through Las Vegas. I then loaned the book and it was never returned to me.

It should be remembered that a century ago the country between the Missouri and the High Sierras was a vast area unpopulated except by tribes of savage Indians who had evolved a new method of living through robbery and murder of the few who sought to penetrate its inhospitable barriers.

INTO MOJAVE DESERT
From the Diary of General John C. Fremont

April 15, 1844 — The Indians who had accompanied the guide returned this morning and I purchased from them a Spanish saddle and long spurs, as a reminiscence of the time; and for a few yards of scarlet cloth they gave me a horse which afterward became food for other Indians.

We continued for a short distance down the creek, in which our guide informed us that the water very soon disappeared, and turned directly to the southward along the foot of the mountain; the trail on which we rode appearing to describe the eastern limit of travel, where water and grass terminated.

Crossing a low spur, which bordered the creek, we descended to a kind of plain among the lower spurs; the desert being in full view on our left, apparently illimitable.

A hot mist lay over it today, through which it had a white and glistening appearance; here and there a few dry looking buttes and isolated black ridges rose suddenly from it. "There," said our guide, stretching out his hand toward it, "there are the great llanos (plains), no hay agua; no hay zacate—nada; There is neither water nor grass—nothing; every animal that goes out upon them dies."

It was indeed dismal to look upon, and hard to conceive so great a change in so short a distance. One might travel the world over without finding a valley more fresh and verdant—more floral and sylvan, more bounteously watered—than we left in the San Joaquin. Here, within a few miles ride, a vast desert plain spread before us, from which the boldest traveler turned away in despair.

Directly in front of us, at some distance southward, stretched a sierra, having at the eastern end (perhaps 50 miles distant) some snowy peaks, on which, by the information of our guide, snow rested all the year.

Our cavalcade made a strange and grotesque appearance, and it was impossible to avoid reflecting upon our position and composition in this remote solitude.

Within two degrees of the Pacific Ocean, already far south of the latitude of Monterey; and still forced on south by desert on one hand and a mountain range on the other; guided by a civilized Indian, attended by two wild ones from the Sierra; a Chinook from the Columbia; and our own mixture of American, French, German—all armed; four or five languages heard at once; above a hundred horses and mules, half wild; American, Spanish and Indian dresses and equipment intermingled — such was our composition.

Our march was a sort of procession. Scouts ahead, and on the flanks; a front and rear division; the pack animals, baggage and horned cattle in the center; and the whole stretching a quarter of a mile along our dreary path. In this form we journeyed; looking more like we belonged in Asia than in the United States of America.

We continued in a southerly direction across the plain, to which, as well as to all the country so far as we could see, the yucca trees gave a strange and singular character. Several new plants appeared, among which was a zygophillaceous shrub (zygophyilum Californicum, Tory & Frem) sometimes 10 feet in height; in form, and the pliancy of its branches, it is rather a graceful plant.

Its leaves are small, covered with a resinous substance, and, particularly when bruised and crushed, exhales a singular but very agreeable odor. This shrub and the yuccas, with many varie-

(Continued on Page 27)

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CLUB **Black Magic**
....PARADISE ROAD AT BOND ROAD

POP SQUIRES:

(Continued from Page 25)

ties of cactus, make the characteristic features in the vegetation for a long distance to the eastward. Along the foot of the mountains, at 20 miles to the southward, red strips of flowers were visible during the morning, which we supposed to be variegated sandstone.

We rode rapidly during the day and in the afternoon emerged from the yucca forest at the foot of the Sierras before us, and came among the fields of flowers we had seen in the morning, which consisted principally of the rich orange colored poppy, mingled with other flowers of brighter tints.

Reaching the top of the spur, which was covered with a fine bunch grass, and where the hills were very green, our guide pointed to a small hollow in the mountains before us; "A este piedra hay agua."

He appeared to know every nook in the country. We continued our beautiful road, and reached a spring in the slope at the foot of the ridge, running in a green ravine, among granite boulders; here nightshade and borders of buckwheat, with their white blossoms around the granite rocks, attracted our notice as familiar plants.

Several antelopes were seen among the hills, and some large hares. Men were sent back this evening in search of a wild mule with a valuable pack, which had managed (as they frequently do) to hide itself along the road.

By observation, the latitude of the camp is 34 degrees 41 minutes 42 seconds; and longitude 118 degrees 20 minutes and 00 seconds. The next day the men returned with the mule.

(The thrilling story of Fremont's journey in 1844 will be continued next week.)

DESERT INN:

(Continued from Page 20)

her own brand of mood music, and vocal ballads . . . JOHNNY JOHNSTON offers up a few choice selections of his own that point to the fact that here is a young man with a great baritone voice, who likes what he's doing (Does some fancy guitar work, too) . . . HILDEGARDE and JOHNSTON do a bit of team work concerning duets, dancing and all around smooth entertaining . . . ROBERT NORRIS is the talented musical conductor for their stint on stage . . . SKEETS MINTON is at his peak with this show! His partner in the promotion of gross hilarity is a hep little character . . . Minton is a master at the manipulation of the little guy's facial features, and fairly brings his cohorts in quips to real life. He manages vocal impressions of top singing stars, making him truly a ventriloquist extraordinary . . . DONN ARDEN has outdone himself with this show! Is there no end to this man's creative genius? The first number, "After Five," is a lavish thing of color and sequined beauty that defies limited description. The second is an even more colorful production called "Gypsy Legend," featuring the excellent dancing of Arden's many specialty dancers, and to complete the effect a live pony drawing a cart across stage. The finale is a fast moving bit in black light called "Darktown Cakewalk" which features the entire company . . . ART JOHNSON is the baritone whose voice you hear in each of the production numbers.

FLAMINGO:

(Continued from Page 19)

success ladder . . . The KEANS are the Queens of Comedy! BETTY & JANE KEAN are as unpredictable in what they'll do as the whims of Nevada weather! Betty's the bouncy gagster while Jane's the pretty thing that leads her on. Their satirical impressions and quick changes of pace have made them one of the outstanding comedy teams in the biz . . . JACKSON, JAMES & CORNELL are a threesome of fast stepping tap artists performing routines which include high jumps, splits and all sorts of acrobatics. A goodly portion of these things they do while carrying and balancing spinning trays. Very unusual! . . Besides all this, there are new routines of the RON FLETCHER DANCERS which hold the promise of being something very interesting, and maintaining the high standards set by preceding productions . . .

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About Hildegarde . . . .

AN EXPRESSION OF GRATITUDE BY ANNA SOSENKO

In every walk of life there are a rare few people who distinguish themselves by their style, taste, instinct, unrequiting effort, God given personality, character and intuition . . . All of which they blend into what becomes a matchless achievement. To put it in one word, it is known as

"INCOMPARABLE"

Some years ago, while Hildegarde was playing an engagement at the Palmer House in Chicago, the late great public relations man, Al Fuller, bestowed upon her the adjective **"Incomparable."** I am proud and happy to say it has worn **well!**

Once again the "Incomparable" Hildegarde has justified the late Al Fuller's faith and praise.

With the gifted, talented and handsome Johnny Johnston, Hildegarde has also justified **my faith and vision in the possibility of such a team!** They more than easily fulfilled my every hope for a great success. Moreover this was substantiated by the overwhelming acclaim by their nightly audiences.

However, irrespective of the greatness of any artist, there can be no success without the **unstinting and unqualified cooperation of the management,** and the many people who are an integral part of such a success.

Therefore, on the part of Hildegarde and myself, we wish to express our gratitude to Wilbur Clark, Frank Sennes, Donn Arden, Pancho, Carlton Hayes and his Orchestra, Ray Andrews and his relief Ork., our own Robert Norris who is Hildegarde's violin conductor and Roy Somlyo, her manager in charge of production . . . also to the entire technical staff and general staff of the Desert Inn. Eugene Murphy and his staff were outstanding in their public relations work. Naturally I must thank Soulters and O'Rourke of N. Y., as well as Frank Liberman of L. A. who are Hildegarde's personal public relations men.

Anna Sosenko
MANAGER, DIRECTOR, PRODUCER

. . . . More about

HILDEGARDE

IT TAKES GREATNESS
TO KNOW GREATNESS . . .

. . . AN EXCERPT FROM AN ARTICLE WRITTEN BY THE UNIVERSALLY ACCLAIMED NIGHT CLUB STAR,

JOE E. LEWIS

IN THE LAS VEGAS MORNING SUN
MONDAY, AUGUST 23, 1954

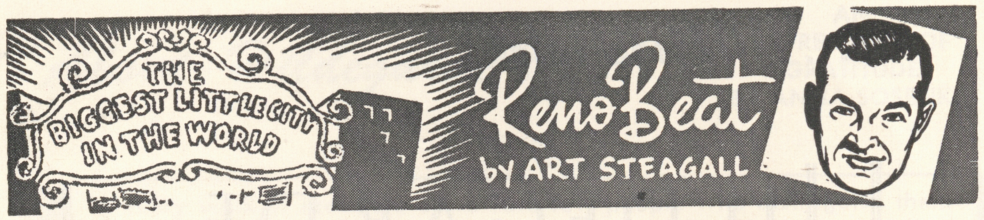
. . . "I've been asked to name the people I consider to be the top night club entertainers in the business today. I'd classify them this way:

Top Three Men – Jimmy Durante, Danny Thomas and Tony Martin

Top Three Women – Sophie Tucker,

HILDEGARDE

and Betty Hutton."



IT HAPPENED IN RENO: Labor Day week-end brought the largest crowd of the season into this area. By personal observation, and according to a spokesman for the chamber of commerce, many more people were on hand than during the July 4th holiday. Hotels and clubs reported a capacity business with augmented crews working around the clock to take care of the wants of the vast crowd, whatever those wants might be. Unlike most holidays, the majority of visitors came by public transportation, leaving their cars at home. This helped the downtown traffic problem and was a boon to the taxicabs. Planes, trains and buses were all crowded with week-end vacationers. 'Twas a glorious climax to another big summer season . . .

The MAE WEST troupe, having just closed the MAPES, is headed East for an engagement in Boston, then to NY for the LATIN QUARTER and back to Las Vegas for four weeks in December . . . The show here did an SRO business for the two weeks . . . JANICE ROSASCO, lovely Renoite who has had her own TV show from here for the past six honths, is at the WALDORF for a month. GLEN ROLFSON, who has been at the piano bar for the past three years, is off to LA and points South for a much needed vacation . . . JANICE has many friends here who have waited for such a chance to see her . . .

JOHNNY SANFORD and his family down from Lake Tahoe to see their friends here . . . LARRY SCHADER, author of the book "Reno 'Round the Clock," has received word from his publishers, the Exposition Press, that his book is due to hit the stores in November, a very interesting book and a real boost for Reno and rest of Nevada . . . BERT and EMMA SIMON, creator and makers of the EMOGENE neckties, in town for a visit with their old friend HARRY WEITZ . . . Choreographer DONN ARDEN has been signed to do the Hollywood Ice Show at the Chicago Stadium, according to word from ARTHUR WIRTZ . . . LEON HARBERT at the SNOWSHOE LODGE on Mt. Rose Road keeps in shape by cutting mahogany for the broiler . . .

RAY SETRIGHT from Chicago took the defeat of the CARDINALS by the '49ers with this remark: "The Cardinals are not that bad" . . . SALLY SULLIVAN, off to Europe. The trip will take her to Paris, Switzerland and Italy . . . MRS. HAROLD WALTER in and out of St. Mary's for a check-up . . . CHARLES MAPES in NY and getting a lot of space from AP about his dates with "BOBO" ROCKEFELLER. They met in Reno while she was here for her divorce . . . Members of the Reno Lions Clubs proud of the job they did with the TED MACK show, and all of them raving about the cooperation and help given them by TED himself . . . This week-end packed with outstanding events such as Reno-Northern California Golf Open, Horseless Carriage Trek and the Gold Cup Races at Lake Tahoe . . .

CURRENT SHOWS: The GOLD ROOM of the GOLDEN HOTEL opened with the singing troubador NICK LUCAS on Wednesday of last week. In the show are the WESSON BROTHERS, VINCE and GLORIA HAYDOCK, the GOLDEN GIRLS and WILL OSBORNE and his orchestra . . .

THE MAPES SKYROOM brought the HORACE HEIDT REVUE in to follow the sexsational MAE WEST show. HEIDT opened on Thursday . . .

THE RIVERSIDE THEATRE-RESTAURANT is playing a great show, headed by the zany VAGABONDS. A fast moving, star packed show with the DUNHILLS, MARIA NEGLIA, dancer MARTHA ANN BENTLEY, the RIVERSIDE STARLETS and BILL CLIFFORD and his orchestra . . .

See you next week . . .

ART STEAGALL, Reno 2-9736.

SNYDER'S
SLACKS SUITS SPORTSWEAR
Tailor Made to Your Measure
FOR MEN AND WOMEN
421 South 5th St. Phone 6644

SANDS:

(Continued from Page 20)

well be appreciated by young and oldsters alike. By all means, don't miss Red Buttons! . . . It's been altogether too long since red-haired and radiant FRAN WARREN has brought her own special blend of singing to local stages. When Fran sings her songs she puts her whole heart and soul into every rendition. Her records are known and played by Fran fans all over the country. Currently with MGM Records, Miss Warren maintains a constant popularity . . . Rounding out this bill of great entertainment is the dance duo of LEWIS & VAN, two high stepping young men whose talented toes will thrill you with the intricacy of their routines . . . The very beautiful COPA GIRLS offer routines that are not only beautifully staged, but carried out to perfection. One number is all in yellow and superbly lighted. Vocals are by Jeanie Stone and Chuck Nelson . . .

THUNDERBIRD:

(Continued from Page 20)

Avenue," "Louisiana Purchase," "Make Mine Manhattan," and other top musical hits of the times . . . Co-starring on this bill is "the guy comedians all laugh at," HENNY YOUNGMAN . . . This marks another of many return engagements to Las Vegas for this top comedian, star of stage, radio and television. Henny works with a violin (which he eventually plays) and has a most unusual style of delivery . . . For unique and original comedy you'll see the ARNAUTS, John and Rene, famous international comedians. They do some excellent work with two violins. but their big feature is their impression of two birds making love . . . in this they have no peer . . . The THUNDERBIRD DANCERS bring you two new routines that have been expertly staged by GAYLE ROBBINS, with vocals by your singing master of ceremonies, BARNEY RAWLINGS . . .

SHOWBOAT:

(Continued from Page 21)

duction that offers song, dance, comedy and GIRLS! . . . Starring in the show are MAXIE FURMAN & COMPANY, presenting a wild and comical burlesque scene with unpredictable consequences during every show; LARRY ALLEN, a young comedian whose material is good to hear and presented in laffashion; PIETRO GENTILE & CAROLYN DALE, two voices blending in semi-classical melodies; ELIMAR, an astonishingly agile juggler utilizing a slack wire setup; JOE KIRCHEN, solo vocalist; the VILLANAVES, performing difficult feats of balance while aboard a bicycle; BOBBY CLARK, a tantalizing semi-stripper, and the DOROTHY DORBEN DANCERS in colorful production numbers . . . The pace never slackens from the opening curtain, and you can come away knowing that you've seen an hour of fast and varied entertainment . . .

CRISWELL PREDICTS:

(Continued from Page 11)

. . . New Orleans: You will become one of the largest centers for filming television programs! . . . John Henderson Clarke: Your novels of 20 years ago will be sold for the first time in Spanish, and a huge sale is for certain!

Ted Fio Rito: Your coming album of memory music will be a classic and later a collector's item! . . . Bruce Barton Cortez: You will be the All-American Boy in 1975! . . . Wichita, Kan.: Amana will build a huge plant in your area early in 1955! . . . Beauty Shops: Prepare to have a record fall business due to the complete change of hair styling!

Morrey Brodsky's ORIGINAL
RIB JOYNT
2110 SO. 5th ST. — ON THE STRIP
FROM OUR OWN PIT BARBECUE
BEEF — CHICKEN — HAM — RIBS
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BREAKFAST AT ALL HOURS
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SHRIMP OUR SPECIALTY
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Flamingo

SEPTEMBER 30
THE KEEFE BRAISELLE SHOW
WITH
CONNEE BOSWELL

DESERT INN

SEPTEMBER 14
TED LEWIS
AND HIS REVUE

LAST FRONTIER

OCTOBER 4
VIVIAN BLAINE
JACK CARTER

SAHARA

SEPTEMBER 21
ANN BLYTHE

Thunderbird

SEPTEMBER 23
THE CHORDETTES

El Rancho Vegas

COMING
EARTHA KITT

The Sands

SEPTEMBER 15
ROBERT MERRILL
LOUIS ARMSTRONG

Fly NOW . . . PAY LATER, WITH
TWA 'S TIME PAY PLAN
TRANS WORLD AIRLINES
Now — All the World is Yours For a Vacation
Fly the finest . . . Fly TWA
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HUNTRIDGE THEATRE
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It is a happy time for me——

to be back at————the

SAHARA

"the Hotel that made Las Vegas - - -
the Entertainment Capital of the World!"

JOSÉ GRECO

EL RANCHO VEGAS:

(Continued from Page 19)

this new show. These two masters of the art will loose a bag of gags and bits that will no doubt have the whole room howling . . . DOODLES & SKEETER return with this new show also, two of the finest recording patomimists in the business today. The amazing choreography they've set to their routines is completely different and you soon forget that it is recordings you hear . . . We welcome a comparatively new dance combination to local stages, the LOUIS DANCE TRIO, members of which have appeared in town many times in other phases of the field. The originality of their choreography and singular execution will soon be setting them apart from like dance groups. You'll enjoy their unique stylings in modern ballet . . . EL RANCHO GIRLS are presenting something a little different than the usual with resulting credits to Miss Dottie Dee . . .

SAHARA:

(Continued from Page 20)

ly one of the greatest to ever enter the realm of night club entertainment, has been touring the country this past year and causing reviewers to rave. If you appreciate good music, you'll never forgive yourself for missing this one . . . JOSE GRECO & COMPANY make a triumphant return to the Congo Room with their authentic Spanish dancing, the like of which has never been seen outside of Spain. The coed group of dancers move with fiery precision, stimulating unanimous approbation. Greco and his company are pagan-like in their demonstration, instigating the imagination to visualize a replica of unadulterated dance interpretations. They move with complete abandon and unreserved ease. Jose Greco and Company are the epitome of perfection in their field . . . The Moro-Landis SAHAREM DANCERS embellish this top talent revue with inspired routines that are not only colorful and precise. but a credit to the high caliber of the entire revue.

Tele . . . SCOPING

(Continued from Page 15)

new things. Like for instance, at the PFAFF MAN's the other day I got to see the latest thing in small size portable typewriters. This clever little machine is only 1½ inches thick when folded into the case. When open, it sits atop the case to give the appearance of a much larger machine.

My nomination for a real busy guy last week was FRED COGAN, the Cleaning King, when he did a ruch order on the uniforms of RUSS MORGAN's band one afternoon.

Another busy fellow is MR. PETERSON, who operates PETERSON's CUSTOM FURNITURE. He does all kinds of custom work, such as draperies, interior decorating, re-upholstering and cornice-boxes. Since his opening last month his business has been steadily growing, which doesn't surprise us in the least. Mr. P knows his work and job.

This one I'll have to pass along to you. Would be downright unfair to keep it to myself . . . it's FRIED SHRIMP like you have never eaten . . . The way these are prepared is different. The meat is taken from the shell, sliced once and then fried in a special way that only TOM HAMAMURA at the SHANGRI-LA Cafe knows how to prepare. You'd never believe shrimp could be so delicious. Man, you should see me drooling over my typewriter right now . . . Bye now!

LAST FRONTIER:

(Continued from Page 19)

GIRLS, under the direction of LOUIS DaPRON, are doing two completely new routines that are well in keeping with the pace of this fast moving show. Their second serves as an intro for Marilyn, and they also are an integral part of the "Strip," which serves as a finale . . .

EL CORTEZ:

(Continued from Page 21)

monies. Their novel arrangements are also enhanced by some very clever staging, making their miniature productions a pleasure to see as well as hear . . . From recent appearances on the Ed Sullivan Show, you will be entertained by NORM DYGON and Mr. CHIPS, a novelty comedy act featuring puppets, twin pianos, etc. From advance notices, they seem to be sure-fire hits . . . Rounding out this thrilling bill are the Apache dance team of LUCIENNE and ASHOUR, a fiery duo of the Apache dance that has brought exciting moments to local audiences many times before. These two have mastered this routine to perfection, and hold interest from the second of their entrance . . .



LOUIS
DANCE TRIO

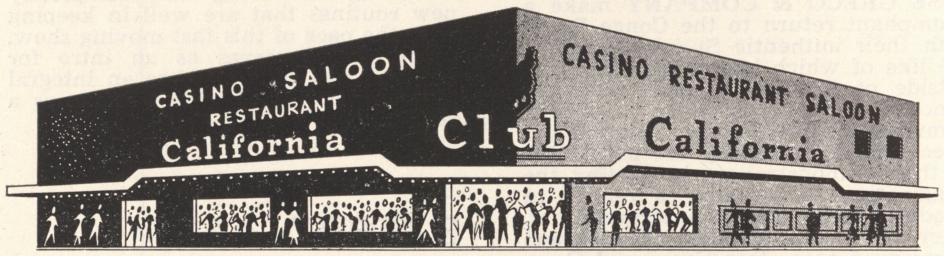
UNIQUE STYLINGS
IN
MODERN BALLET

APPEARING EACH NITE
AT

EUGENE LOUIS
ROBERTA LAUNE BETTE UITTI

HOTEL
EL RANCHO VEGAS

WHERE GAMING IS ALWAYS A PLEASURE



. . . IN A MOST FRIENDLY ATMOSPHERE

California Club

FIRST and FREMONT **DOWNTOWN LAS VEGAS**

PAGE 13:

(Continued from Page 13)

Fred caught the show one evening and, naturally, being a cleaning man, cast a critical eye toward the suit coats of the men in the band. On noticing that they all needed cleaning and sizing, he made his way to the back stage area and offered to do the job for nil, if they would allow him to do so . . . The Morgan men now resemble, somewhat, a gathering of fall fashion plates for what the well dressed musician might wear . . .

Morrey Brodsky's new and growing RIB JOYNT is doing a fabulous business since their recent opening, and Morrey is looking for a location for No. 2 of the same. He tells me that over the week-end he and his crew sold more than a half ton of ribs . . . this is a lot o' ribs . . .

DOROTHY PEELEN and MARJORY ROSS decided to quit school a short while back. Up until that time they'd been attending classes regularly, but decided to strike out on their own. Now these two lovely little ladies own and operate the LAD 'n LASSIE on North Third Street . . . a shop which supplies the needed duds for young citizens between the ages of approximately 5 for little ones, on up through the teens.

AL FIRESTONE tells me that our mutual friend PAT GOODMAN has switched from dealer duties at the HORSESHOE to that of box man at the CALIFORNIA CLUB. Pat is a good man on a domino table, and an asset to the business wherever he might be . . .

I still have hopes! . . . EDNA O'CONNELL presented her husband, BOB, with a little facsimile of them both, and they've decided to call her CAROL ANN. Little Carol was all of 5 pounds 8 ounces when she checked into the Southern Nevada Memorial Hospital last Saturday, September 4 with the announcement that she'd decided to take up residence with the O'Connells . . .

And now if you'll excuse me I'll get back to my work. I've enjoyd my weekly chat . . . as usual and hope to find you around these parts again . . . Same time next week. Naturally. you'll find me on Page 13 . . . Your ever lovin' . . . JOHNNY.

DOT'S DASHES:

(Continued from Page 17)

TV is the delight of the music world. He continues to spin records on radio daily . . . XAVIER CUGAT with a beard is something to see if he still has it when returning from Europe . . . JOE FABER admits the appearance of PATTI MOORE and BEN LESSY is captivating and VERY funny . . . Everybody is waiting for the ICE FOLLIES opening on the 16th. SHIPSTADS admit it'll be the coolest place in town as well as the "hottest" . . . MITZI GAYNOR and 20th Century-Fox have no more contract. Now she can sign with JACK BEAN, marriagely speaking.

CUFF NOTES: "The Egyptians" premiere star-studded, and a wonderful picture every person should see . . . SONJA HENIE spent thousands on a party for 200, making use of most of it in her new ice show . . . ANN BLYTHE breaks in her act hereabouts in readiness for her opening up your way . . . JOAN BENNETT arrives this morning with WALTER WANGER . . . Lucky BUDDY ADLER, who treks to Europe for a conference with ZANUCK . . . Look for producer AUBREY SCHENK up your way to scout locations for "Big House U. S. A." . . DEMILLE leaves for Egypt next week for "Ten Commandments," which I hear has a cast of 80 who'll spend nearly three months over there . . . So nice to hear from so many who were in your city recently and looked over this column. Told them next time they're up your way, you'd not only pick a lucky number for 'em but, Boss, you'd even tell them where to stay!

SO LONG!

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"Original" BUCKLEY'S

JACKPOT CLUB

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— DOWNTOWN —

THAT'S FOR SURE:

(Continued from Page 9)

step for the expansion of credit. TWA now offers flights at your convenience, on the time payment plan. You can go anywhere, at any time, without worrying about paying for your trip in advance. Now what more could a mere mortal want?

In town, visiting with ANNA SOSENKO, are DR. LOUIS UNGER, scientist and dental surgeon. With him is his equally famous wife, STELLA UNGER, who co-authored the book and lyrics of "Seventh Heaven," with VICTOR WOLFSON. (Score, of course, by VICTOR YOUNG.) They are now preparing a modern version of this past favorite. Incidentally, HILDEGARDE'S current DESERT INN appearance will be the last she will make with JOHNNY JOHNSTON. She is currently rehearsing her future act with personable JACK WHITING. We heard Jack give out with the "Mayor of New York City," from "Hazel Flagg," and this chap is dynamite. This is one team that promises to be among the greatest show business has to offer. Two other fellows will be included in the act. They are HOWARD FENTER and GENE BONE, pianists and composers. "Hildy" and Jack will introduce their dual talents to the public toward the end of this month. (The new act was written and conceived by "Hildy's" manager, Anna Sosenko.)

BUCKLEY'S JACKPOT CLUB'S beautiful brunette change girl MADELINE came up with a surprise for everyone this past week. She announced the engagement of her daughter CHICKIE SYDE MILLER to DON NEU. Everyone was astonished because Madeline looks hardly old enough to vote herself. Incidentally, have you seen that tremendous array of photos adorning the walls of Buckley's? It has added a lot of glamor to the place and patrons are not in the least hesitant about requesting some of the pics of celebrities.

On September 4th film attorney JERRY GEISLER'S daughter JERRY MARIE exchanged vows at our ST. ANNE'S CHURCH with JAMES WRIGHT of Los Angeles. The couple remained for a SANDS HOTEL reception and honeymoon.

Laaaaadies! This is exclusively for you. (However, it won't be too great a shock for us to learn that Dad has decided to give it a try, also.) Stores will soon offer a new invention that might toss a blanket of disuse over many salons. Seems there is a tight fitting mesh cap which draws the hair into tiny curls overnight. Our informant claims there is no chemical. The curls will be created by natural pressure and suction. Think of the money Dad can save! (Silly character! You gals will manage to think of another place to spend this reserve, won't you?)

September 10 is a red letter day in the GEORGE LIBERACE household. On that day his new musical album will have been released. It was waxed by COLUMBIA and features "A Musical Journey" by George Liberace and his orchestra. The "journey" embraces 12 foreign countries and the musical arrangements were performed by GORDON ROBINSON. We were fortunate in hearing portions of this album before the release date and it is definitely slated for the top brackets.

The last time VIVIAN BLAINE appeared locally was in April 1950 for the opening of the DESERT INN. Since then the striking actress has been constantly active with her many commitments, among which was "Guys and Dolls." Now we are pleased to report that Miss Blaine will toss a winsome smile at her audience when she opens at the HOTEL LAST FRONTIER October 4.

Although the front part of the HORSESHOE CLUB is being remodeled, business is just as good as ever. General Manager (and co-owner) BILL DORSETT is as proud as a tournament winner that the patrons have not stayed away, in objection to the work that is going on. It just proves that no obstacle is great enough to keep folks away from a desirable center of entertainment.

We were greatly sorrowed by the passing of FRANK BURKE, late office manager of the HOTEL SAHARA. Last Tuesday, when the throngs collected to pay their final respects to this beloved gentleman, MILTON PRELL offered a silent salute by closing the offices at that bistro.

HANK HENRY recently signed another two-year contract with JACK KOZLOFF to appear at the SILVER SLIPPER. Compiled, Hank's run at that spot will hit the six-year mark at the end of this new pact. How about that? This Henry man has just what it takes and he doesn't mind dishing it out over the footlights.

Just two weeks ago ZOE KATZMAN (of Los Angeles) and JULIUS NEWMAN took the fatal step and seem to have emerged with all their faculties. Our local accountant is beaming with happiness and can barely wait for his bride to pack her china collection and join him here. Our best wishes of happiness to both the newlyweds.

We would like to warn you to keep an eye on RALPH GARI and his TRIO, appearing in the casino at the SHOW-

(Continued on Page 41)

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Precious Gems

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771 CHAMPS ELYSEES
PARIS, FRANCE

THAT'S FOR SURE:

(Continued from Page 39)

BOAT. Here is music at its finest. Unless we're addled with age, this Gari boy's star will zoom to stellar proportions — but quick. He is a master and excels on the clarinet, sax, flute, piccolo and oboe. We won't waste any words but will advise you to get over and listen. Then we'll lend an ear to YOUR adjectives.

GEORGE ARQUILLA has installed a novel idea in his CALIFORNIA CLUB and it's making for greater patron delight. Mr. Arquilla introducted a light that flashes on a time schedule. Whenever it appears in conjunction with the ringing-up of a jackpot, the payoff on that machine is automatically doubled. Who can resist such an inducement?

EUGENE STERN (co-owner of the DIXIE DELICATESSEN) has a problem on his hands. When a neighboring family moved recently they left behind a 2-year-old thoroughbred bloodhound. The canine is a handsome one but Eugene's pet cocker spaniel has a jealous streak and the animals refuse to be friends. So, if you're a lover of bloodhounds, here is a great opportunity for you. Contact Mr. Stern at his place of business and the dog will be yours.

The ED JANSENS (of Station KRAM) are expecting their fifth addition some time in February. Also slated for a February stork visit are our dear friends MAGGIE and FRANK BELDING. From our personal observations, we firmly believe there are more Las Vegas births pro rata than anywhere else.

Terrific publicist GENE MURPHY (of the DESERT INN and SHOWBOAT) has a razor-sharp mind. In going over the interior of the new Showboat, Mr. Murphy had this to state: "I don't find this ship seaworthy. There isn't a life preserver or life boat to be found anywhere."

CARL BIANCO, box man at the HORSESHOE CLUB, is suffering a great amount of merciless ribbing of late. His wife took a solo trip to their home town of New Orleans for a visit with friends and relatives. Since her departure folks have been teasing Carl, insisting his wife just couldn't stand him any longer and took off for good. Hurry back, will you, Mrs. B.? How much can a suffering husband take?

Since the opening of the SHOWBOAT there has been a mad run on the property sites available out on Boulder Highway. Folks just had to wait for this spot to take the lead before they dared invest themselves. Now property value there is soaring and indications are that it may climb to "Strip" levels.

A very grateful man is AL LANDSMAN of the NEVADA DRAPERY and UPHOLSTERY concern. Although he has just been here since March, Mr. Landsman's clientele demands his every hour. Al really hit the mint when he designed and executed the drapes at the Showboat. They are a fine example of his craftsmanship and have been drawing the customers steadily. Speaking of the Showboat, the new hostesses in the Deck Room are HELEN BRADY (formerly of the SILVER SLIPPER) and ELAINE ROSS (formerly of FRANK SENNES' MOULIN ROUGE). Taking over the post at the Slipper is BILLIE McDONALD.

Localites are delighted over the introduction of the new STAGE DOOR DELICATESSEN. They heartily approve of JIMMY BLAKE'S bringing New York and Miami to Las Vegas via his 24-hour Delicatessen. The patron approval also embraces Jimmy's neighbor, LA FEMME. The damsels are intrigued with the barrel dressing rooms in which SELMA JACOBSON offers the delicate lingerie in which she specializes.

The secret is out! MARIANNE GOURLEY and our own HARRY PARKER JR. took the plunge on July 25. They motored to Arizona for the occasion, hoping to keep the news from leaking out. BUT how on earth can you keep mum about something that brings you such happiness?

Congratulations to LORA WILSON, the youngest realtor in Las Vegas. Mrs. Wilson celebrated her natal day September 6 by chalking up the sales in her office.

Where else could a lover of the arts see two talented beauties on the same stage? Of course, we're referring to the SILVER SLIPPER and their presentation of the combined attractions of SALLY RAND and KALANTAN. The shows there are playing to Standing Room Only, with BUDDY BAER, HANK HENRY and JACQUELINE FONTAINE adding to the stellar format.

Because our modern lasses blushed over the lack of portals in the ladies' room of the SHOWBOAT, the management has reluctantly agreed to install them soon. Female patrons turned a deaf ear to the protestations that this was a definite authenticity of the Showboat era.

Now a serious note! Don't forget to get your tickets and attend the "Nite of Fun" at CASHMAN FIELD September 20 at 8:15 p.m. The ducats are $1 and $2. All proceeds go to the CITY OF HOPE, a nonsectarian hospital that does not charge its cancer and tuberculosis patients. This is a cause worthy of your time and support. Please be there. Your help is needed . . . and that's for sure.

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JACK ENTRATTER

Proudly Presents

'BUTTONS and BELLS,

RED BUTTONS

TV's Newest Singing Star

FRAN WARREN

M. G. M. Recording Star

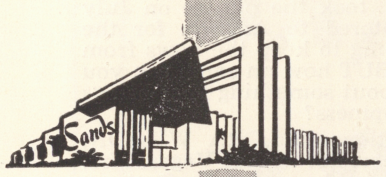
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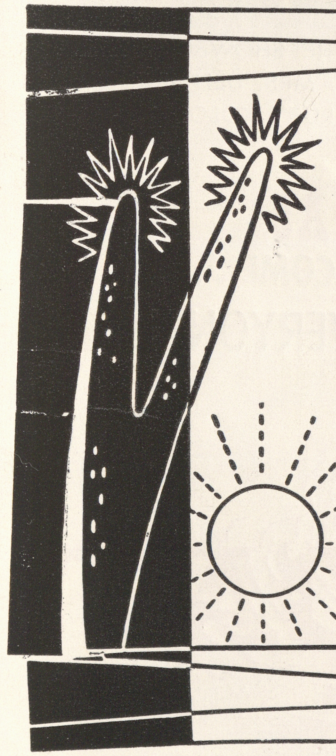
A Ron Fletcher Production

Torris Brand & Orchestra

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FRANCES FAYE
WITH JACK COSTANZO
CHUY REYES and His LATIN MUSIC
DAVE SLOAN and His DETROITERS
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HILDEGARDE

AND

JOHNNY JOHNSTON

ROBERT NORRIS, Violinist Accompanist

SKEETS MINTON

DONN ARDEN DANCERS

CARLTON HAYES AND ORCHESTRA

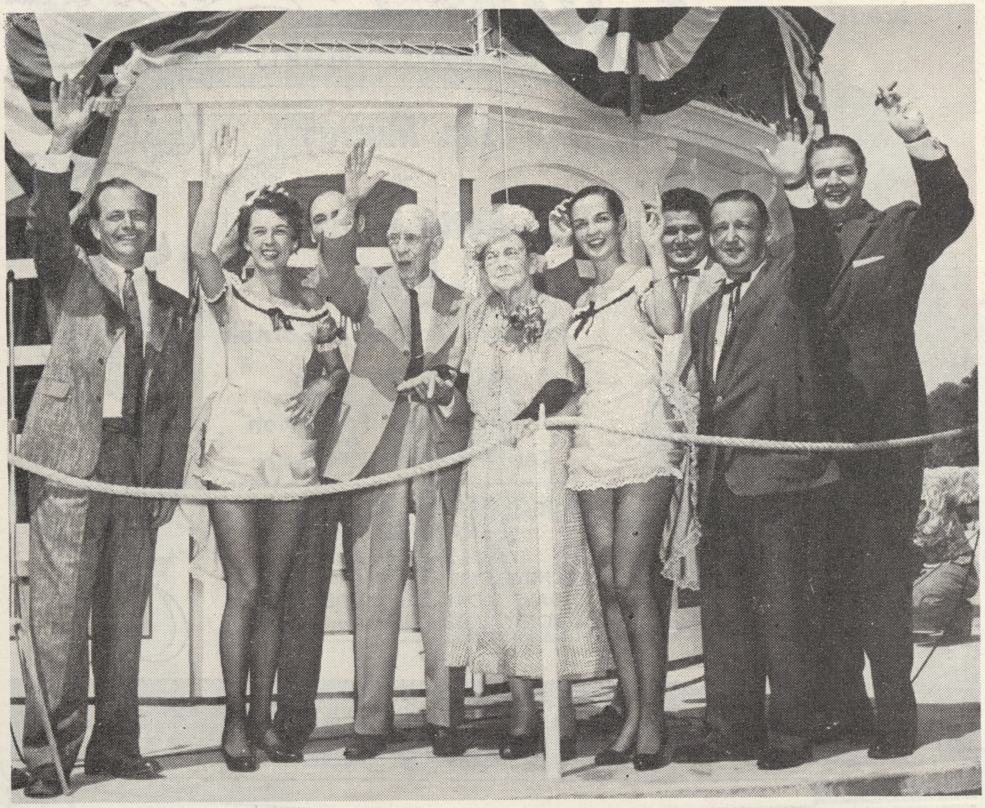
Show Times 8:30 and 11:30 — Second Show Sat. Midnight

NO COVER — NO MINIMUM

Wilbur Clark's

DESERT INN

WELCOME ABOARD



EXTENDING GREETINGS FROM THE PROW OF THE SHOWBOAT ARE: BILL MOORE, MARGO LANE, "POP" SQUIRES, MRS. DELPHINE SQUIRES, SONDRA ENGLISH, ROY EARL, RUBY KOLOD AND BILL FRIDAY

THANKS LAS VEGAS,

FOR YOUR VERY WARM WELCOME . . .

WE ARE GRATEFUL TO EVERYONE!

